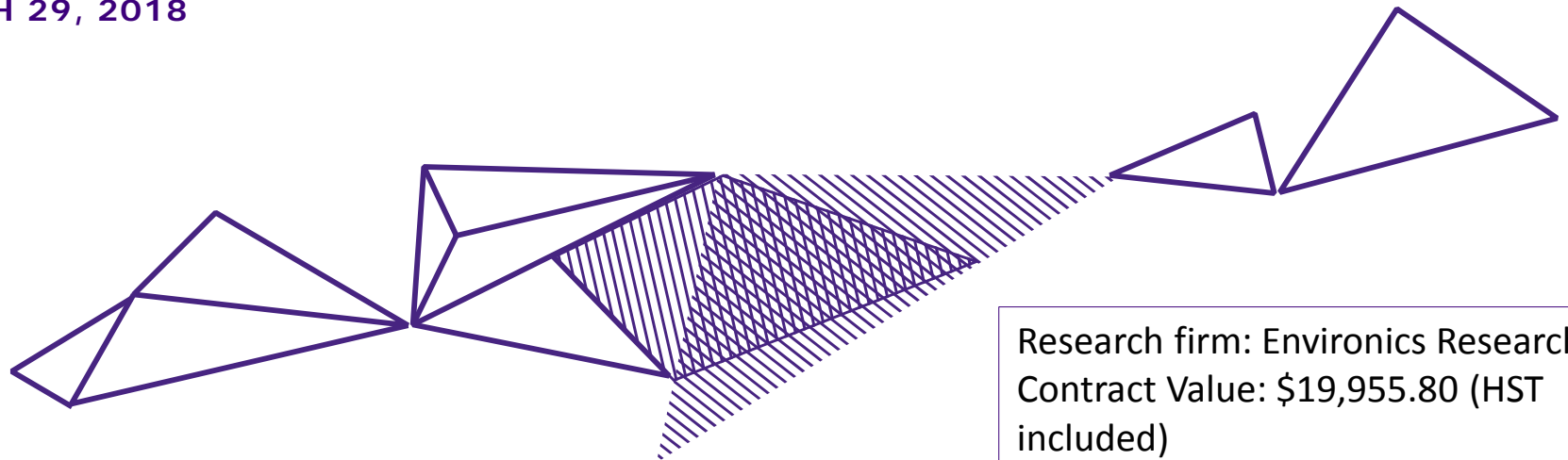


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Report date: March 2018

Healthy Eating Indicators Summary Report

HEALTH CANADA

MARCH 29, 2018



Research firm: Environics Research
Contract Value: \$19,955.80 (HST included)
For more information on this report,
please contact
Hc.cpab.por.rop.dgcap.sc@canada.ca
Ce rapport est aussi disponible en
français.

OVERVIEW AND METHODOLOGY

Environics included questions on a national online omnibus study on behalf of Health Canada. This project aimed to determine, through testing with a graphic online interface, the proportion of Canadians who are able to identify, from the packaging, foods that are high in sodium, sugar and saturated fat. These baseline indicators will be used to assess future nutrition labelling and education. The target audience of this research is the general population of Canadian adults (aged 18 and older).

This report provides the results from interviews with 2,000 Canadians, conducted between March 16 and March 23, 2018. The survey data was weighted by region, gender and age to match Canadian census data.

In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses.



Findings

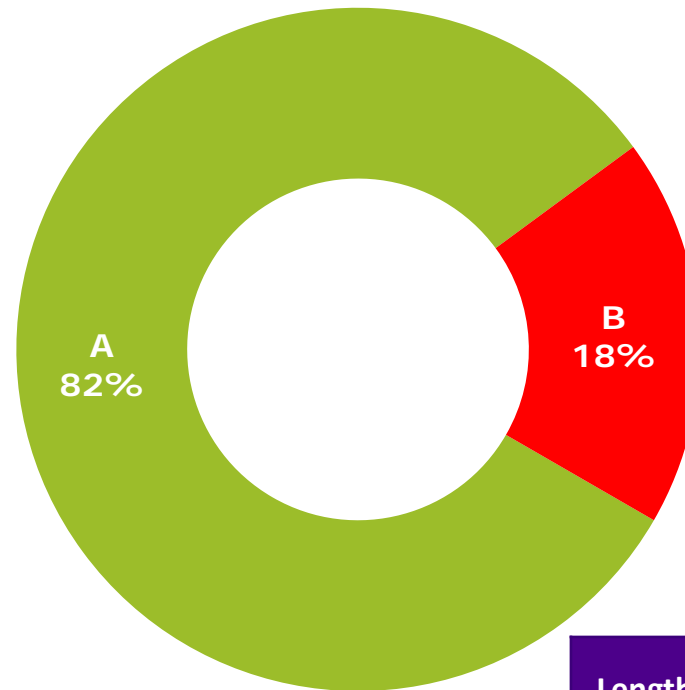
ABILITY TO IDENTIFY A PRODUCT HIGH IN SUGAR

More than eight in ten correctly identified the cereal high in sugar.

A (Correct)



B (Incorrect)



Median decision time: 44 seconds

Correct: 45 seconds

Incorrect: 43 seconds

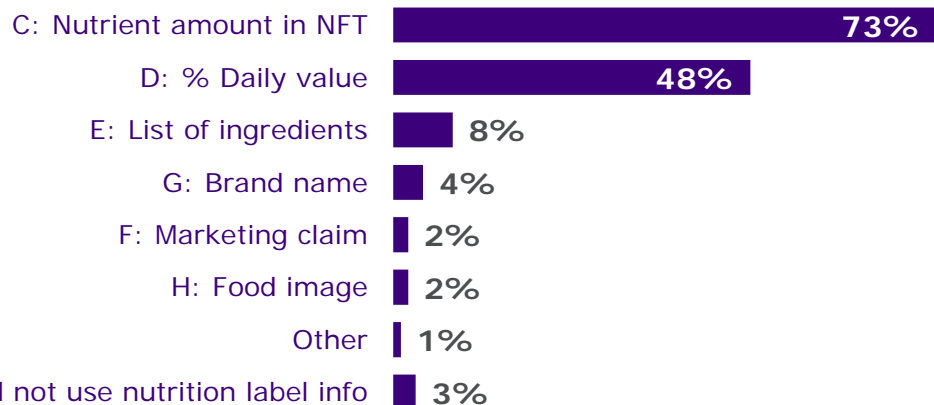
Length of time	Overall Proportion	Correct	Incorrect
0-20 seconds	15%	13%	23%
21-40 seconds	29%	30%	25%
41-60 second	23%	24%	19%
1-2 minutes	23%	24%	23%
2+ minutes	9%	9%	10%

Q1A. Which cereal is high in sugar? **Base:** All respondents (n=2,000)

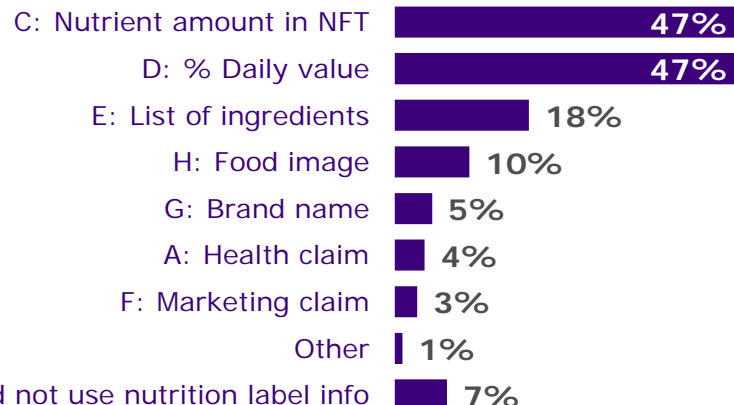
INFORMATION USED TO IDENTIFY THAT A PRODUCT IS HIGH IN SUGAR

Three quarters of people used the nutrient amount in the Nutrition Facts Table (NFT) to successfully identify the cereal high in sugar.

Product A (n=1,627)



Product B (n=373)



Q2A. What information on the cereal package did you use to make your decision? Please select the information you used (select all that apply).

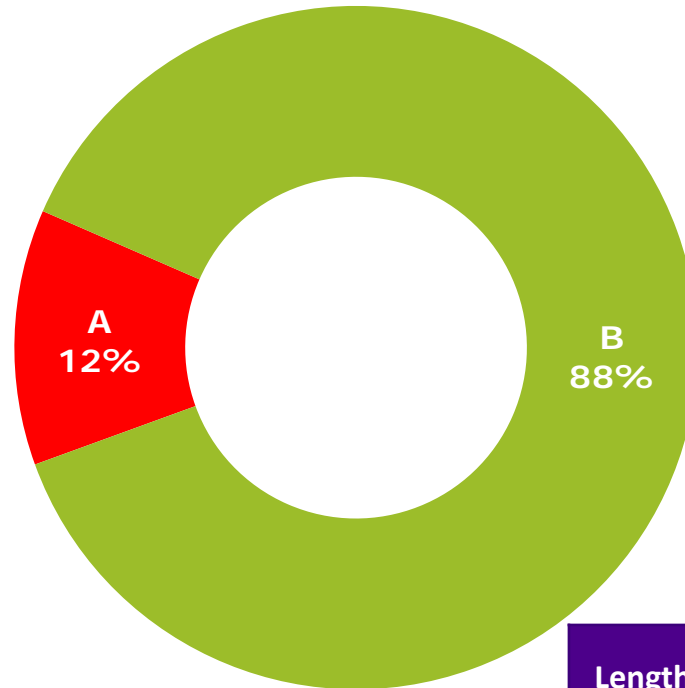
ABILITY TO IDENTIFY A PRODUCT HIGH IN SODIUM

Almost nine in ten identified the Cinema Popcorn as the product high in sodium.

A (Incorrect)



B (Correct)



Median decision time: 35 seconds

Correct: 36 seconds

Incorrect: 20 seconds

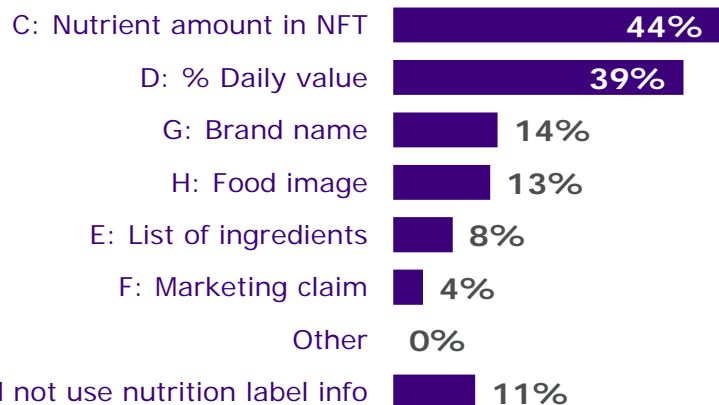
Q1A. Which popcorn is high in sodium? **Base:** All respondents (n=2,000)

Length of time	Overall Proportion	Correct	Incorrect
0-20 seconds	21%	16%	50%
21-40 seconds	37%	40%	17%
41-60 second	20%	21%	11%
1-2 minutes	16%	17%	14%
2+ minutes	6%	6%	8%

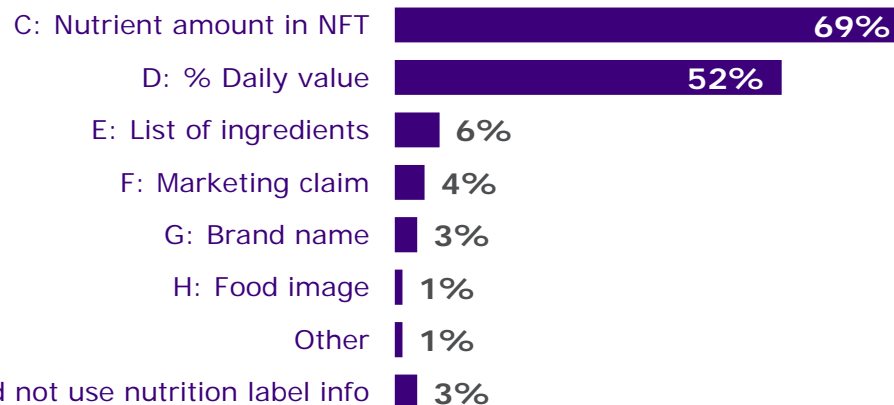
INFORMATION USED TO IDENTIFY THAT A PRODUCT IS HIGH IN SODIUM

People who successfully identified the popcorn high in sodium used the nutrient amount and the % daily value in the NFT to make their decision.

Product A (n=242)



Product B (n=1,758)



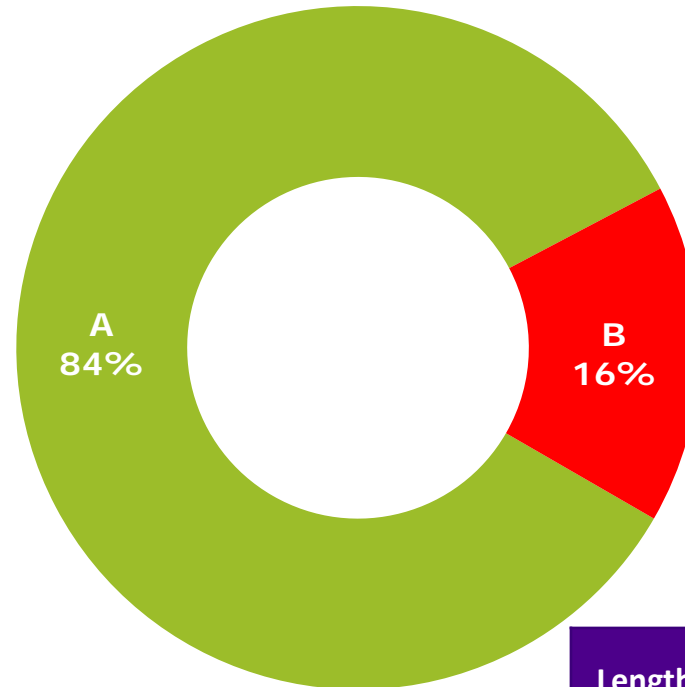
Q2B. What information on the popcorn package did you use to make your decision? Please select the information you used (select all that apply).

ABILITY TO IDENTIFY A PRODUCT HIGH IN SATURATED FAT

More than eight in ten correctly identified the yogurt high in saturated fat.

A (Correct)

B (Incorrect)



Median decision time: 36 seconds

Correct: 37 seconds

Incorrect: 23 seconds

Length of time	Overall Proportion	Correct	Incorrect
0-20 seconds	21%	17%	45%
21-40 seconds	36%	39%	23%
41-60 second	20%	21%	12%
1-2 minutes	16%	16%	14%
2+ minutes	7%	7%	7%

Q1A. Which yogurt is high in saturated fat? **Base:** All respondents (n=2,000)

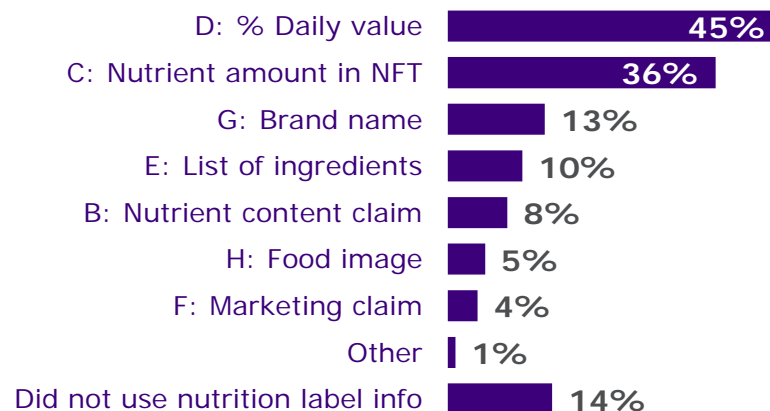
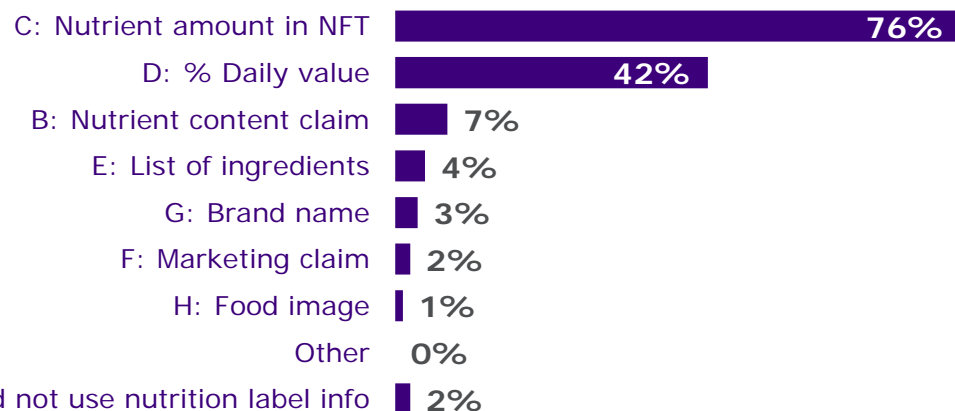
INFORMATION USED TO IDENTIFY THAT A PRODUCT IS HIGH IN SATURATED FAT

Those who correctly identified the yogurt high in saturated fat used the nutrient amount in the NFT much more often than those who did not identify it correctly.

Product A (n=1,679)



Product B (n=321)



Q2C. What information on the yogurt container did you use to make your decision? Please select the information you used (select all that apply)

CONCLUSIONS

- When shown two comparable products within a food category, the majority of Canadians were able to correctly identify the product high in the nutrient in question.
- Those who identified the correct product were more likely to use the nutrient amount in the NFT and the % daily value than those who could not.

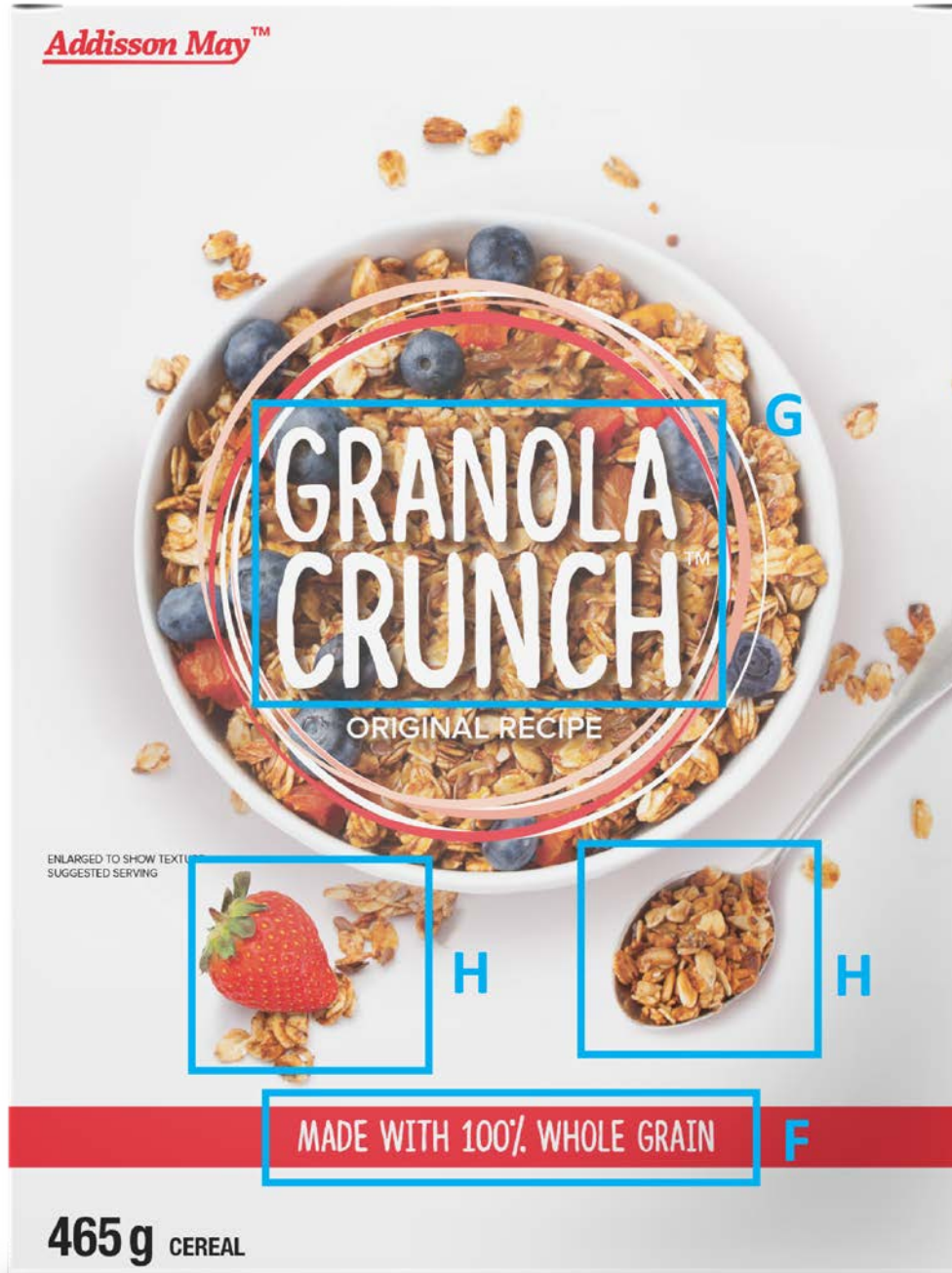
STUDY LIMITATIONS

- The determination of whether a product was high in a nutrient was based on a comparison between two specific products. The study did not measure whether Canadians could identify a product which is high in a given nutrient outside of the context of that comparison.
- Survey respondents were drawn from a panel of individuals who have agreed to participate in online surveys. The data have been weighted to reflect the demographic composition of adult Canadians. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated and the results cannot be described as statistically projectable to the target population.
- The sample design for this survey did not control for varying health literacy levels of the participants.



Appendix – Product Images

APPENDIX – CEREAL A



Nutrition Facts
Per 1 cup (55 g)

Calories 220		% Daily Value*
Fat 4.5 g		6%
Saturated 0.5 g		3%
+ Trans 0 g		
Carbohydrate 38 g		
Fibre 5 g		18%
Sugars 16 g		16%
Protein 6 g		
Cholesterol 0 mg		
Sodium 45 mg		2%
Potassium 225 mg		5%
Calcium 75 mg		6%
Iron 1.75 mg		10%

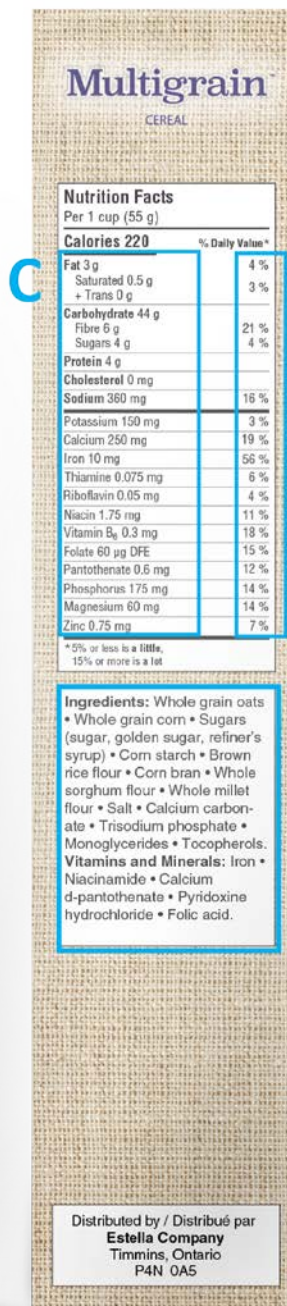
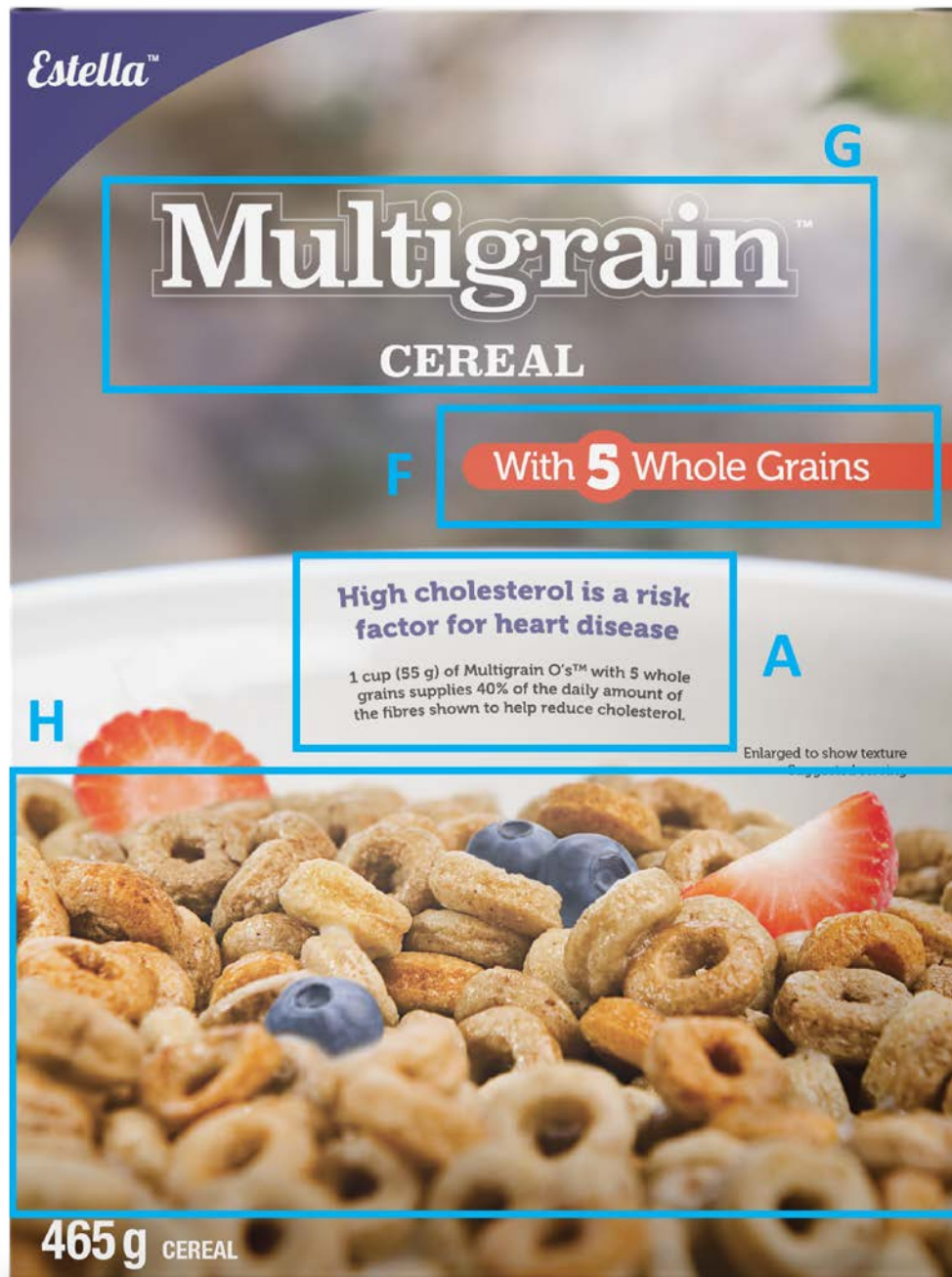
*% Daily Value is based on a diet of other people's secrets.

Ingredients: Rolled oats • Rolled whole wheat • Sugars (brown sugar, honey) • Modified milk ingredients • Dried unsweetened coconut • Coconut oil • Almonds • Natural flavour.
Contains: Oat • Wheat • Milk • Almonds.

PRODUCT OF CANADA /
PRODUIT DU CANADA

Addisson May
Burlington, ON
L4W 5T1

APPENDIX – CEREAL B



Multigrain CEREAL

Nutrition Facts

Per 1 cup (55 g)

Calories 220

% Daily Value*

Fat 3 g	4 %
Saturated 0.5 g	3 %
Trans 0 g	
Carbohydrate 44 g	
Fibre 6 g	21 %
Sugars 4 g	4 %
Protein 4 g	
Cholesterol 0 mg	
Sodium 360 mg	16 %
Potassium 150 mg	3 %
Calcium 250 mg	19 %
Iron 10 mg	56 %
Thiamine 0.075 mg	6 %
Riboflavin 0.05 mg	4 %
Niacin 1.75 mg	11 %
Vitamin B ₆ 0.3 mg	18 %
Folate 60 µg DFE	15 %
Pantothenate 0.6 mg	12 %
Phosphorus 175 mg	14 %
Magnesium 60 mg	14 %
Zinc 0.75 mg	7 %

*5% or less is a little,
15% or more is a lot

Ingredients:

Whole grain oats • Whole grain corn • Sugars (sugar, golden sugar, refiner's syrup) • Corn starch • Brown rice flour • Corn bran • Whole sorghum flour • Whole millet flour • Salt • Calcium carbonate • Trisodium phosphate • Monoglycerides • Tocopherols.
Vitamins and Minerals: Iron • Niacinamide • Calcium d-pantothenate • Pyridoxine hydrochloride • Folic acid.

Distributed by / Distribué par
Estella Company
Timmins, Ontario
P4N 0A5

APPENDIX – POPCORN A



Specter
Foods

CARAMEL GLAZED
GLACÉ AU CARAMEL

EXTRA BUTTER
EXTRA BEURRE

F

G

CARAMEL
CORN

H



ENLARGED TO SHOW TEXTURE
SUGGESTED SERVING

AGRANDI POUR
ILLUSTRIER LA TEXTURE
PRÉSENTATION SUGGÉRÉE

MAÏS SOUFFLÉ
AU CARAMEL

G

BEST BEFORE /
MEILLEUR AVANT
2019 OC 13

POPCORN - MAÏS SOUFFLÉ

198 g

Specter
Foods

Nutrition Facts
Valeur nutritive

Per 4 cups (50 g)
par 4 tasses (50 g)

Calories 250 % Daily Value*

Fat / Lipides 11 g	15 %
Saturated / saturés 7 g	36 %
+ Trans / trans 0.2 g	
Carbohydrate / Glucides 36 g	
Fibre / Fibres 0 g	0 %
Sugars / Sucres 30 g	30 %
Protein / Protéines 2 g	
Cholesterol / Cholestérol 10 mg	
Sodium 200 mg	9 %
Potassium 50 mg	1 %
Calcium 50 mg	4 %
Iron / Fer 0 mg	0 %

*15% or less is a little, 15% or more is a lot
*5% ou moins c'est peu, 15% ou plus c'est beaucoup

Ingredients: Sugars (brown sugar, cane sugar, brown rice syrup) • Popcorn • Butter • Sunflower oil • Sea salt • Baking soda.

Contains: Milk.
Produced in a facility that also processes tree nuts, peanuts, wheat and egg.

Ingredients: Sucres (sucre brun, sucre de canne, Sirop de riz complet) • Maïs soufflé • Beurre • Huile de tournesol • Sel de mer • Bicarbonate soude.

Contient : Lait.
Produit dans une usine qui utilise aussi des arachides, des noix, du blé et des œufs.

SPECTER FOODS INC.
BARTLETT, AR. 71114, CANADA

APPENDIX – POPCORN B



▲ OPEN / OUVRIIR

G

BIRCHWOOD FOODS™/MC

CINEMA POPCORN™

Bring the theatre taste home!

Le goût du cinéma à la maison!

F

MAIS SOUFFLÉ

COMME AU CINÉMA^{MC}

EXTRA BUTTER • EXTRA BEURRE

GUARANTEED FRESH
PROMISSEUR GARANTIE

UNTL PRINTED DATE
JUSQU'À LA DATE INDUITE

BEST BEFORE /
MEILLEUR AVANT
2023 SE 15



198 g
®

PRODUCT ENLARGED TO SHOW TEXTURE /
TAILLE DU PRODUIT AUGMENTÉE POUR ILLUSTRER LA TEXTURE

Nutrition Facts
Valeur nutritive

Per 4 cups (50 g)
par 4 tasses (50 g)

	% Daily Value*
Calories 290	
Fat / Lipides 18 g	24 %
Saturated / saturés 12 g	61 %
+ Trans / trans 0.2 g	
Carbohydrate / Glucides 27 g	
Fibre / Fibres 5 g	18 %
Sugars / Sucres 0 g	0 %
Protein / Protéines 4 g	
Cholesterol / Cholestérol 20 mg	
Sodium 350 mg	15 %
Potassium 100 mg	2 %
Calcium 10 mg	1 %
Iron / Fer 1 mg	6 %

*% DV refers to a diet of 2,000 calories, 10% of which is from popcorn.
*5 % ou moins c'est peu, 15 % ou plus c'est beaucoup

Ingredients: Popcorn • Coconut oil • Clarified butter • Himalayan pink salt.
Contains: Milk.

Ingédients : Maïs soufflé • Huile de noix de coco • Beurre clarifié • Sel rose de l'himalaya.
Contient : Lait.

E

MANUFACTURED FOR / FABRIQUÉ POUR :

BIRCHWOOD FOODS™/MC
1 ALLAN ROAD,
SCARBOROUGH, ON
M1L 2C1 CANADA



APPENDIX – YOGURT A



APPENDIX – YOGURT B

